



Contract Holder

**Authorized Federal Supply Schedule Price List
FCXA-M2-03001-B
Advertising and Integrated Marketing Solutions
Schedule 541**

**541-2 Public Relations Services
541-5 Integrated Marketing Services
541-4D Conference, Events and Tradeshow Planning Services
541-1000 Other Direct Costs
Contract Number: GS-23F-0170M**

**Contract Period:
April 25, 2012 through April 24, 2017**



WOSB/DBE/MBE

**DAR PUBLIC RELATIONS, INC.
30670 Bainbridge Rd. SUITE # 3
SOLON, OHIO 44139
Phone: (440)542-1060 Fax (440)318-1149
www.darpr.com
Business Size: Small Business, Woman-Owned
8(a) Graduate, Minority- Owned**

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!™, a menu driven database system. The Internet address for GSA Advantage!™ is: <http://www.fss.gsa.gov>

QUALIFICATIONS

DAR Public Relations, Inc. (DAR) is a female minority-owned and operated public relations firm headquartered at 30670 Bainbridge Rd., Suite 3, Solon, Ohio with satellite offices in Washington, D.C. Dannette A. Render, President & CEO, founded DAR Public Relations in 1984. A full service integrated marketing agency, DAR provides clients with a mixture of communication services through public relations, marketing, advertising, conference and event planning, public and community involvement, community relations, media relations, community awareness, target marketing, market research, and multicultural marketing.

Our structure is equipped to handle every phase of marketing and public relations based on the reputation and diverse background of the company's principal and staff. The principal has an array of experience in public relations including strategy development, program planning and implementation, special events coordination, media relations, fund raising facilitator, community relations, marketing communications and advertising director. The combined staff of DAR brings together over 80 years of experience in the communications field.

DAR's experience ranges from work for Cleveland Clinic, CVS Caremark, Ohio Travel & Tourism, Ohio Tobacco Use Prevention and Control Foundation, City of Cleveland, State of Ohio, Nationwide Insurance, Congressional Black Caucus Foundation, County of Cuyahoga, Summit County McDonald's of Northeastern Ohio, Prudential Insurance, Cuyahoga Community College, Greater Cleveland Regional Transit Authority, U.S. Department of State, U.S. Health and Human Services, and U.S. Treasury to name a few.

The creation of innovative communications campaigns is a hallmark of DAR Public Relations, Inc. Each client's situation is thoroughly analyzed. A comprehensive plan is designed, identifying effective solutions. The major focus of the plan, which includes strategies and techniques for implementation, is to portray the benefits of the client's product or service and to enhance the image of the client. DAR Public Relations, Inc. is committed to providing quality service to all of its clients. Our commitment is to EXCELLENCE! The impressive clients we have acquired to date evidence the caliber of our services. The ability to strategically plan and successfully implement full-scale public relations and marketing campaigns combined with special event/conference planning has become the forte of DAR. Our satisfied clients frequently acknowledge our strengths in these areas.

The firm has established a solid reputation on a local, regional, national and international basis for its outstanding capabilities. DAR's accomplishments include selection for 2012, "Who's Who In Black Cleveland", Eighth Edition. Receiving a 2003 "Women Sharing Time and Talent" award from Kaleidoscope Magazine, a 2003 "Pioneers and Trailblazers Award" from the 11th annual African-American Family Day Picnic, a 2002 "Rainmaker Award" from Northern Ohio Live Magazine, a 2001 "Fifty Influential Minorities in Business Award" from the Minority Business and Professional Network, (MPBN), a 2000 "Women In Communication Award" from the National Council of Negro Women and a "Women of Excellence Award" from Sisters 2000.



The firm was chosen as "The Distinguished Business of the Year" by the Cleveland Black Pages for 1997. The owner and president, Dannette A. Render, was placed in her alma mater, John F. Kennedy High School "Gallery of Excellence" that same year. Dollars & Sense Magazine honored her as one of "America's Best & Brightest Business & Professional Women" for 1996. She received the Enterprise Awards, "Emerging Business of the Year Award" in 1995 and was elected to represent small business owners as a delegate to the White House Conference on Small Business.

Visit our website at www.darpr.com



CONSULTING SERVICES

PUBLIC RELATIONS

Public Affairs Appearances	Script Writing
Public Information Campaigns	Talent Coordination
Public Service Announcements	Radio Remotes
Press Conferences	Copywriting
Press Kits	Clippings
Press Releases/Preparation and Distribution	Community Relations
Public Relations Strategy	Crisis Management
Publicity	Jingles
Media Planning	Theme Design
Media Advisories/Preparation and Distribution	Web Marketing and Placement
Media Buys	Promotional Specialty Items
Media Placement	Photography
Media Relations	Special Events
Media Tours	Brochures
Media Training	Newsletters
Broadcast/Print Interviews	Speeches

CONFERENCE/EVENT PLANNING

Administrative Support	Office Equipment Rentals
Advertising	Office Set-up and Breakdown
Audio Visual Equipment	On-Site Meeting Support
Briefing Packets	Photography
Computer Support	Pre-Conference Planning
Conference Management	Printing
Conference Participation Coordination	Project Management
Contract Negotiations	Promotional Items
Convention Coordination	Protocol
Database Creation	Receptions
Delegate Coordination	Reservations for Conference Facilities
Design and Editing Productions	Security Clearance
Dignitary Relations	Seminars/Workshops
Domestic Conferences	Show Set-Up and Dismantling
Event Layout and Design	Site Inspection
Event Marketing	Speaker Coordination
Facility Arrangements	Speaker Selection
Facilitation	Special Event Planning
Government Per Diem	Temporary Labor
Graphics/Printing	Tours
Hospitality	Trade Show Booth Production/Exhibits
International Conferences	Translations/Interpretation
International Facilitation	Training
International Meeting Planning	Transportation
Lodging-Site Selection	Travel – Multiple Locations
Media Relations	Travel Agency Support
Monitoring and Evaluation	Vendors



MARKETING COMMUNICATIONS

Direct Mail Campaigns
Advertising Campaigns
Press Conferences
Market Research
Media Relations
Relationship Marketing
Video Production

Focus Groups
Diversity & Inclusion Programs
Image & Communications Training
Target Marketing Campaigns
Media Planning & Buying
Training
Cause Related Marketing

PROMOTIONS

Trade Shows
Seminars
Conventions
Sampling

Advertising Specialty Items
Marketing Special Events
Fundraising
Groundbreakings

PUBLIC AFFAIRS

Minority Outreach Campaigns
Public/Community Involvement
Special Interest Group Campaigns

Community Relations
Target Marketing
Public Information Campaigns

CONSULTING SERVICES

Multicultural Marketing Consulting
Marketing Consulting
Business Consulting
Management Consulting
International Consulting



AWARDS & HONORS

2012	“Who’s Who In Black Cleveland”, Eighth Edition
2003	“Women Sharing Time and Talent” Kaleidoscope Magazine
2003	“Pioneers and Trailblazers Award” 11 th annual African-American Family Day Picnic
2002	“Rainmakers 2002” Northern Ohio Live Magazine
2001	“Fifty Influential Minorities in Business Award” Minority Business & Professionals Network (MBPN)
2000	“Sisters Award of Excellence” Sisters 2000 Celebration
2000	“Women in Communication” National Council of Negro Women
1997	“Distinguished Business of the Year” Black Pages
1997	“Gallery of Excellence” John F. Kennedy Sr. High School
1996	“America’s Best and Brightest Business & Professional Women” Dollars and Sense Magazine
1995	“Emerging Business of the Year” Enterprise Awards
1995	Elected Delegate, White House Conference on Small Business
1994	Executive Advisory Board, Ohio University College of Business Administration
1993	“40 Under 40” Crain's Cleveland Business
1993	“Outstanding Minority Entrepreneur” Ohio Department of Development, Minority Business Development Division/Cleveland MCAP
1991	“Minority Service Firm of the Year” The City of Cleveland, Mayor's Office of Equal Opportunity

Visit our website at www.darpr.com



CUSTOMER INFORMATION

1. TABLE OF AWARD SPECIAL ITEM NUMBERS (SINs)

- (a) DAR Public Relations, Inc. offers the services listed below through this schedule.

Schedule 541 Advertising and Integrated Marketing Solutions (AIMS)

Contract Number GS-23F-0170M

SIN 541-2 Public Relations Services

SIN 541-5 Integrated Marketing Services

SIN 541-4D Conference Events and Tradeshow Planning Services

SIN 541-1000 Other Direct Costs

- (b) Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.
- (c) Labor hour awarded price list and other direct costs can be found under SIN 541-1000 Other Direct Costs.

2. MAXIMUM ORDER

The maximum order under this schedule to \$1,000,000.00 per task.

3. MINIMUM ORDER

The minimum order under this schedule is \$2,500.00. DAR Public Relations, Inc. is not obligated to accept orders that fall below this threshold.

4. GEOGRAPHIC COVERAGE

Prices offered in this schedule are applicable worldwide.

5. POINT OF PRODUCTION

Work under this schedule will be performed at DAR Public Relations, Inc., headquarters located in Cleveland, Ohio.

6. DISCOUNT FROM LIST PRICES

Prices offered in this schedule are net all discounts.

7. QUANTITY DISCOUNTS

A quantity discount of .5% will be offered for all orders totaling \$500,000.00 or more.

(a) REBATE BACK MEDIA COMMISSIONS

DAR Public Relations, Inc. will not use for the Government the commercial practice of charging commission on media buys. DAR Public Relations, Inc. will charge the government by projects in the same manner it charges for other services under the task categories. Any commissions provided by media placement will (a) either be returned to the ordering agency or (b) be applied as a credit to the cost of the project, whichever the ordering agency prefers.

8. PROMPT PAYMENT TERMS

1% Net 10 days.



**9. (a) NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE
ACCEPTED BELOW THE MICROPURCHASE THRESHOLD**

Yes

**9. (b) NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE
ACCEPTED OR NOT ACCEPTED ABOVE THE MICROPURCHASE THRESHOLD**

Yes

10. FOREIGN ITEM

DAR Public Relations, Inc., does not offer any foreign items in this schedule.

11. (a) TIME OF DELIVERY

DAR will adhere to the delivery schedule as specified by the agencies purchase order.

11. (b) EXPEDITED DELIVERY

Please contact DAR for expedited delivery.

11. (c) OVERNIGHT AND 2-DAY DELIVERY

Please contact DAR for rates for overnight and 2-day delivery.

11. (d) URGENT REQUIREMENTS

Please contact DAR for faster delivery or rush requirements.

12. F.O.B. POINT(S)

Destination.

13. (a) ORDERING ADDRESS

DAR PUBLIC RELATIONS, INC.
30670 Bainbridge Rd., SUITE 3
Solon, OHIO 44139
PHONE: 440-542-1060
FAX: 440-318-114 9
EMAIL: dan@darpr.com
URL: www.darpr.com

13. (b) ORDERING PROCEDURES

For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPA's) and a sample BPA can be found at the GSA/FSS Schedule homepage fss.gsa.gov/schedules).

14. PAYMENT ADDRESS

DAR PUBLIC RELATIONS, INC.
30670 Bainbridge Rd., SUITE 3
SOLON, OHIO 44139
PHONE: 440-542-1060
FAX: 440-318-1149

15. WARRANTY PROVISION

DAR warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.



16. EXPORT PACKING CHARGES

Not Applicable.

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE

DAR Public Relations, Inc. will accept the Government Commercial Credit Card, however, no additional discount for their use will apply. Terms and condition of acceptance will be in accordance with the Government Commercial Credit Card Program Guidelines.

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR

Not Applicable.

19. TERMS AND CONDITIONS OF INSTALLATION

Not Applicable.

20. TERMS AND CONDITIONS OF REPAIR PARTS, ETC.

Not Applicable.

20. (a.) TERMS AND CONDITIONS FOR ANY OTHER SERVICES

Not Applicable.

21. LIST OF SERVICE AND DISTRIBUTION POINTS

Not Applicable.

22. LIST OF PARTICIPATING DEALERS

Not Applicable.

23. PREVENTATIVE MAINTENANCE

Not Applicable.

24. YEAR 2000 (Y2K) COMPLIANT

DAR Public Relations, Inc. systems are Y2K compliant.

24. (a) ENVIRONMENTAL ATTRIBUTES

Not Applicable.

24. (b) SECTION 508 COMPLIANCE

Not Applicable.

25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER

55-544-9529

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION

DAR Public Relations, Inc. profile is currently active with the Central Contractor Registration and SAM.



SIN 541-4D
CONFERENCE EVENTS AND TRADESHOW PLANNING SERVICES

SIN 541-4D CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES

DAR Public Relations, Inc. is a seasoned federal government contractor versed in coordinating both Domestic and International Conferences and Special Events for over two decades. We are equipped to manage and coordinate all events from conception to final execution. Our team of seasoned event planning professionals are committed to quality and providing excellent resources on every project we coordinate. Keeping this philosophy in mind, we pay strong attention to the details involved in strategically planning and effectively facilitating special events and conferences.

SIN 541-4D - SERVICES

- Administrative Services
- A-V Equipment & Management
- Briefing Packets
- Computer Support
- Conference Participant Coordination
- Contract Negotiations
- Database Creation
- Design and Editing Productions
- Dignitary Relations
- Domestic Conferences
- Editorial Services
- Event Marketing
- Facility Arrangements
- Government Per Diem
- Graphics/Printing
- Hospitality
- International Conferences
- Lodging – Site Selection
- Meal Functions
- Media Relations
- Monitoring and Evaluation
- Office Equipment Rentals
- On-Site Conference Reports
- On-Site Meeting Support
- Photography
- Pre-Conference Planning
- Press Conferences/Briefings
- Press Room Coordination
- Printing
- Produce Trade Show Booths/Exhibits & Staffing
- Project Management
- Promotional Items
- Protocol
- Receptions
- Registration- Online & Onsite
- Reservations For Conference Facilities
- Security Clearance
- Show Site Set-Up and Dismantling
- Site Selection & Inspections
- Speaker Coordination & Selection
- Transcription
- Tours
- Translation/Interpretation
- Transportation
- Travel – Multiple Locations
- Travel Agency Support
- Vendor Coordination
- Video Production & Webcasting

LABOR RATES

LABOR CATEGORY	HOURLY RATE
Conference Supervisor	\$198.00
Conference Manager	\$142.40
Conference Coordinator I	\$ 89.00
Conference Coordinator II	\$ 67.00
Conference Assistant	\$ 58.00



SIN 541-1000 OTHER DIRECT COSTS

Awarded ODC's are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quantity, and timing of each component and thus result in a lower/higher price for specific requirements. The contractor is advised that based on the specific task identified at the task order level, Clause 552.238-76 Price Reductions may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders **may not exceed** the awarded ODC's as specified above without a **modification** to this contract.

ITEM OF COST	TOTAL
AIR CARGO	\$812.05
AUDIO-VISUAL	\$60,105.39
BINDING SUPPLIES	\$759.54
BROCHURE PRINTING	\$2,453.26
BUSINESS CENTER	\$25,997.26
CATERING	\$3,173.63
CELLULAR PHONE RENTAL	\$515.54
CLOSING DINNER	\$6,318.64
CLOSING RECEPTION	\$1,582.78
COFFEE BREAKS	\$6,172.51
CONFERENCE REPORTER	\$1,378.58
DECORATIONS	\$299.35
DELIVERY	\$2,955.88
ENTERTAINMENT	\$3,022.50
EQUIPMENT RENTAL	\$4,295.98
FACILITY RENTAL	\$1,093.14
FAXES LOCAL	\$148.11
FAXES INTERNATIONAL	\$850.43
FIXED FEE	\$16,153.11
FLAGS	\$633.52
GRAPHIC DESIGN/LAYOUT	\$925.74
HEAD'S DINNER	\$11,941.01
HOTEL/HOTEL LODGING	\$11,792.06
INCENTIVES	\$755.63
INVITATIONS	\$956.37
LANYARDS	\$2,361.06
LUNCHEONS	\$9,432.62
MEETING EXPENSES	\$1,309.75
MEETING ROOMS/FOOD AND BEVERAGE	\$189,477.65
NAME TAGS	\$2,073.30
NAME TAG ACCESSORIES	\$1,049.56
NEWS CLIPS (TV)	\$392.93
OFFICE EQUIPMENT	\$4,373.56
OFFICE SUPPLIES	\$2,524.00
OPENING RECEPTION	\$5,733.68
PACKAGING	\$75.56
PARKING	\$64.48
PERMITS/LICENSES	\$125.94
PHOTOGRAPHY	\$794.50
PIPE AND DRAPING	\$2,830.06
PLAQUES/AWARDS	\$591.19
PORTERAGE	\$144.07
POSTAGE	\$939.54
PRESENTATION COVERS	\$161.03
	\$808.58



PRESS KIT FOLDERS	
PRINT MEDIA BUY	\$9,136.35
PRINTING GENERAL	\$3,404.47
PRINTING – DIVIDERS	\$746.81
PRINTING PHOTOCOPIES (COLOR)	\$1,702.35
PRINTING DISPLAY POSTERS	\$1,428.13
PRINTING NEWSLETTER	\$2,187.28

PROGRAM DESIGN/PRINTING	\$85.63
PROMOTIONAL ITEMS	\$4,301.05
PSA PRODUCTION FEE	\$100.75
RADIO MEDIA BUY	\$10,709.73
RADIO SPOT RECORDING	\$204.77
RADIO TALENT FEE	\$377.81
SIGNS/BADGES	\$538.79
SPEAKERS FEE	\$10,054.81
SPEAKERS EXPENSES	\$11,915.80
SPECIAL PROGRAMS	\$12,103.85
STOCK PHOTOGRAPHY	\$200.49
SUPPLIES	\$3,420.45
TABLE TENTS	\$301.22
TAPE DUPLICATION I.E. CD/CASSETTES	\$135.01
TELEPHONE CHARGES /LOCAL/INTERNATIONAL	\$27,964.23
TELEPHONE EQUIPMENT RENTAL/INSTALLATION	\$29,417.98
TEMPORARY LABOR (HOURLY RATE)	\$20.10
TOUR EXPENSES	\$275.82
TOUR GUIDE	\$181.35
TRANSLATION	\$5,078.70
TRANSLATION EQUIPMENT	\$2,018.89
TRANSPORTATION I.E. AIRPORT TRANSFERS, SHUTTLE BUSES, ETC.	\$8,504.86
VEHICLE RENTAL	\$533.98
VIDEO EDITING	\$644.80
VIDEOGRAPHY/PRODUCTION	\$1,865.34
VIP GREETER SERVICE	\$176.31
WIRE SERVICE	\$423.15
WIRE TRANSFER FEE	\$45.33



SIN 541-2
PUBLIC RELATIONS SERVICES

SIN 541-2 – PUBLIC RELATIONS SERVICES

DAR Public Relations, Inc. has two decades of proven experience in customizing media and public relations services to include the development of media messages and strategies. We are available to recommend media outlets for media campaigns on a local, regional and national basis. DAR designs media collaterals including but not limited to background materials, press releases, media alerts, speeches and presentations, fact sheets, and press kits. Our media execution may include coordination of press conferences, distribution of press materials, scheduling broadcast and/or print interviews, media buying services, scheduling instantaneous satellite services, and press tours.

SIN 541-2 – SERVICES

- Public Affairs Appearances
- Public Information Campaigns
- Public Service Announcements
- Press Conferences
- Press Kits
- Press Releases/Preparation and Distribution
- Public Relations Strategy
- Publicity
- Media Planning
- Media Advisories/Preparation and Distribution
- Media Buys
- Media Placement
- Media Relations
- Media Tours
- Media Training
- Broadcast/Print Interviews
- Script Writing
- Talent Coordination
- Radio Remotes
- Copywriting
- Clippings
- Community Relations
- Crisis Management
- Jingles
- Theme Design
- Web Marketing and Placement
- Promotional Specialty Items
- Photography
- Special Events
- Brochures
- Newsletters
- Speeches

LABOR RATES

LABOR CATEGORY	HOURLY RATE
Principal	\$198.00
Project Supervisor	\$142.40
Marketing Coordinator	\$ 89.00
Executive Assistant	\$ 67.00
Marketing Assistant	\$ 58.00



SIN 541-1000 OTHER DIRECT COSTS

Awarded ODC's are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quantity, and timing of each component and thus result in a lower/higher price for specific requirements. The contractor is advised that based on the specific task identified at the task order level, Clause 552.238-76 Price Reductions may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders **may not exceed** the awarded ODC's as specified above without a **modification** to this contract.

ITEM OF COST	TOTAL
AUDIO-VISUAL	\$21,035.13
BILLBOARD PLACEMENT	\$19,651.28
BILLBOARD PRODUCTION	\$3,577.24
BINDING SUPPLIES	\$15.08
BROCHURE PRINTING	\$7,643.14
CABLE TELEVISION MEDIA BUY	\$32,968.03
CABLE TELEVISION PRODUCTION	\$5,890.42
DECORATIONS	\$299.35
DELIVERY EXPENSES	\$2,955.88
DISPLAY PRODUCTION COSTS	\$239.77
ENTERTAINMENT FEES	\$3,022.50
EQUIPMENT RENTAL	\$233.66
FACILITY RENTAL	\$1,093.14
FAXES	\$318.87
FIXED FEE	\$5,384.37
FLYER PRINTING	\$2,991.26
FRAMING	\$45.34
GRAPHIC DESIGN/LAYOUT	\$8,222.20
KIOSK PLACEMENT	\$6,372.43
KIOSK PRODUCTION	\$794.41
MARKETING DISPLAY	\$494.68
NEWS CLIPS	\$594.42
PARKING	\$64.48
PHOTOGRAPHY	\$646.12
PHOTOGRAPHY REPRINTS	\$399.02
POSTAGE	\$622.21
PRESENTATION COVERS	\$161.04
PRESS KIT FOLDERS	\$808.58
PRINT MEDIA BUY	\$25,610.77
PRINTING DISPLAY POSTERS	\$2,011.97
PRINTING INVITATIONS	\$956.37
PRINTING NEWSLETTER	\$3,207.48
PRINTING PHOTOCOPIES	\$3,404.47
PRINTING POSTCARDS	\$3,240.12
PRINTING SIGNAGE	\$1,701.66
PROGRAM DESIGN	\$85.64
PROMOTIONAL ITEMS	\$19,722.17
PSA PRODUCTION FEE	\$169.24
RADIO MEDIA BUY	\$107,560.95
RADIO SPOT RECORDING	\$3,324.75
RADIO TALENT FEE	\$614.57
REFRESHMENTS (CATERING)	\$302.25
STOCK PHOTO RENTAL	\$1,163.66
TAPE DUPLICATION	\$135.00
TELEPHONE-LONG DISTANCE	\$1,148.05



TRANSIT SIGNS PLACEMENT	\$9,762.68
TRANSIT SIGNS PRODUCTION	\$3,692.49
VIDEO PRODUCTION	\$644.80
VIDEOGRAPHY	\$352.63
WIRE SERVICE	\$423.15

SIN 541-5 INTEGRATED MARKETING SERVICES

SIN 541-5 – INTEGRATED MARKETING SERVICES

DAR Public Relations, Inc. is a full service integrated marketing and public relations agency providing a complete range of communications services. The agency is equipped to implement all phases from conceptualization to execution of marketing, media, and public information services. We are available to provide a broad range of services required by Federal Government agencies for short and long term integrated marketing campaigns. DAR facilitates creative marketing and public relations campaigns, which consistently produce effective results and significant ROI for our clients. Our diverse array of creative solutions encompasses utilizing strategically targeted marketing tactics, which may include:

SIN 541-5 - SERVICES

- Branding/Image Campaigns
- Cause-Related Marketing
- Grass-Roots Campaigns
- Crisis Management
- Multicultural Marketing
- Marketing Collaterals/Design Brochures/Flyers/Posters
- Media Advisories-Preparation and Distribution
- Media Relations
- Feature Stories
- Graphic Design
- Press Conferences
- Public Affairs
- Media Buys/Print/ Radio/TV/Cable/Outdoor
- Clippings
- Newsletters
- Media Training
- Publicity
- Image Training
- Target Marketing
- Copywriting
- Event Marketing
- Exhibit Design and Production
- Trade Shows/Conference Management
- Theme Design
- Logo Design
- Groundbreakings/Open Houses
- Special Events
- Domestic/International Conferences
- Direct Mail
- Community Relations
- Market Research
- Focus Groups
- Advertising Campaigns
- Press Releases/Preparation and Distribution
- Public Service Announcements
- Public Involvement
- Brand/Consumer Education
- Script Writing



LABOR RATES

LABOR CATEGORY	HOURLY RATE
Principal	\$198.00
Project Supervisor	\$142.40
Marketing Coordinator	\$ 89.00
Executive Assistant	\$ 67.00
Marketing Assistant	\$ 58.00

SIN 541-1000 OTHER DIRECT COSTS

Awarded ODC's are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quantity, and timing of each component and thus result in a lower/higher price for specific requirements. The contractor is advised that based on the specific task identified at the task order level, Clause 552.238-76 Price Reductions may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders **may not exceed** the awarded ODC's as specified above without a **modification** to this contract.



ITEM OF COST	TOTAL
AUDIO-VISUAL	\$21,035.13
BILLBOARD PLACEMENT	\$19,651.28
BILLBOARD PRODUCTION	\$3,577.24
BINDING SUPPLIES	\$15.08
BROCHURE PRINTING	\$7,643.14
CABLE TELEVISION MEDIA BUY	\$32,968.03
CABLE TELEVISION PRODUCTION	\$5,890.42
DECORATIONS	\$299.354
DELIVERY EXPENSES	\$2,955.88
DISPLAY PRODUCTION COSTS	\$239.77
ENTERTAINMENT FEES	\$3,022.50
EQUIPMENT RENTAL	\$4,295.98
FACILITY RENTAL	\$1,093.14
FAXES	\$318.87
FIXED FEE	\$5,384.37
FLYER PRINTING	\$2,991.26
FRAMING	\$45.34
GRAPHIC DESIGN/LAYOUT	\$8,222.20
INCENTIVES	\$755.63
KIOSK PLACEMENT	\$6,372.43
KIOSK PRODUCTION	\$794.41
MARKETING DISPLAY	\$494.68
MEETING EXPENSES	\$4,593.30
NEWS CLIPS	\$594.42
PARKING	\$64.48
PHOTOGRAPHY	\$646.12
PHOTOGRAPHY REPRINTS	\$399.02
PLAQUES/AWARDS	\$591.19
POSTAGE	\$622.21
PRESENTATION COVERS	\$161.04
PRESS KIT FOLDERS	\$808.58
PRINT MEDIA BUY	\$25,610.77
PRINTING DISPLAY POSTERS	\$2,011.97
PRINTING INVITATIONS	\$956.37
PRINTING NEWSLETTER	\$3,207.48
PRINTING PHOTOCOPIES	\$3,404.47
PRINTING POSTCARDS	\$3,240.12
PRINTING SIGNAGE	\$1,228.92
PROGRAM DESIGN	\$1,701.66
PROMOTIONAL ITEMS	\$19,722.17
PSA PRODUCTION FEE	\$169.24
RADIO MEDIA BUY	\$107,560.95
RADIO SPOT RECORDING	\$3,324.75
RADIO TALENT FEE	\$614.57
REFRESHMENTS (CATERING)	\$3,173.63
STOCK PHOTO RENTAL	\$1,163.66
SUPPLIES	\$1,082.22
TAPE DUPLICATION	\$135.00
TELEPHONE-LONG DISTANCE	\$1,148.14
TRANSIT SIGNS PLACEMENT	\$9,762.68
TRANSIT SIGNS PRODUCTION	\$3,692.49
VEHICLE RENTAL	\$292.96
VIDEO PRODUCTION	\$644.80
VIDEOGRAPHY	\$352.63
WIRE SERVICE	\$236.76



SIN 541-4D
CONFERENCE EVENTS AND TRADESHOW PLANNING SERVICES
PROJECTS

- Adopt Ohio – *Adoption Fairs*
- AK Media/Airport – *Events Coordination*
- Arthur G. James Cancer Hospital & Research Institute – *Events Coordination*
- Business First – *Event Coordination*
- Canton Urban League – *Black & White Ball*
- City of Cleveland - *Don't Borrow Trouble Anti-Predatory Lending Program Kickoff*
- Cleveland Public Power – *Events Coordination*
- Congressional Black Caucus Foundation – *"Raising The Roof Ohio Statewide Housing Summit"*
- Coors Brewing Company – *Receptions, "Cincinnati Jazz Festival"*
- Cuyahoga Community College – *"Sounds of Blackness" Night Before Christmas Performance*
- Cuyahoga County – *Collinwood Neighborhood Development Center Groundbreaking*
- H.H. Gregg – *Grand Opening – North Randall, Ohio Store*
- Honda Capital City Classic – *Media Coordination*
- House of Seagram – *National Rib Cook-Off, Taste of the Blues Tour*
- Kaiser Permanente – *Pre-Enrollment Meetings*
- Karamu House – *75th Anniversary Celebration*
- McDonald's of Northeastern Ohio – *"Local & Regional Gospel Choir Competitions"*
- Metro Health Foundation – *Buckeye Health Center Community Open House*
- Metro Health Foundation – *Broadway Health Center Grand Opening Event*
- National Association of Human Rights Workers – *Annual Conference*
- National City Bank – *"African-American Heroes Essay Contest"*
- National Conference of Black Mayors – *Events Coordination*
- Northeast Ohio Regional Sewer District – *Groundbreaking Ceremony*
- Ohio Assembly of Councils – *All Ohio Trade Fair*
- Ohio Department of Transportation – *Minority Seminar*
- One Hundred Black Men of America (Cleveland Chapter) – *Marconi Grand Prix*
- Ohio Tobacco Quit Line – *Cold Turkey Day, Great American Smokeout, 4,000 Call Celebrations*
- Philip Morris USA – *Receptions*
- Prudential Insurance – *Luncheons, Seminars*
- RTA Tower City Center – *Grand Opening*
- Society Bank – *Luncheon & Breakfast Meeting Coordination*
- The Cleveland Cavaliers – *Receptions*
- U.S. Department of State – *"G-8 Lyon/Roma Anti-Crime and Terrorism Group Conferences"*
- U.S. Department of State – *"P-8 Lyon Group Conference"*
- U.S. Department of State – *"Telecommunication Policy Seminars"*
- U.S. Treasury – *BEP "7th GPSPC" Postage Stamp Conference*
- United Negro College Fund – *Events Coordination, Receptions*
- Village of North Randall – *Mayoral Inauguration*



**SIN 541-2 PUBLIC RELATIONS SERVICES
PARTIAL CLIENT LISTING**

- Adopt Ohio
- Arthur G. James Cancer Hospital
- Banc One Corporation
- Bank One, Cleveland
- Chase Properties
- Children Who Witness Violence Program
- Cleveland Cavaliers
- Cleveland Cuyahoga County Port Authority
- Cleveland Public Power
- Columbus Public Library
- Congressional Black Caucus Foundation
- Coors Brewing Co.
- County Department of Development
- County Department of Senior & Adult Services
- Cuyahoga Community College
- Cuyahoga County Adult Home Care Program
- Fifth Third Bank
- First National Bank
- Greater Cleveland Health Education & Service Council
- Greater Cleveland Regional Transit Authority
- H.H. Gregg Company
- Honda Capital City Classic
- Kaiser Permanente
- McDonald's of Northeastern Ohio
- Meridia Health System
- Miller Brewing Company
- Nationwide Insurance
- Northeast Ohio Regional Sewer District)
- Ohio Assembly of Councils
- Ohio Department of Human Services
- Ohio Department of Transportation
- Ohio Division of Travel and Tourism
- Ohio Sickle Cell & Health Association
- One Hundred Black Men of Greater Cleveland
- Prudential Insurance
- Rally's Hamburgers
- Resolution Trust Company
- Selective Service System
- Society Bank
- Summit County Department of Job & Family Services
- The Cleveland Play House
- Tower City
- Village of North Randall
- Statewide Political Campaigns i.e. Governor/Secretary of State/Local Politicians
- Ohio Tobacco Use Prevention and Control Foundation
- Ohio Division of Travel and Tourism



**SIN 541-5 INTEGRATED MARKETING SERVICES
PARTIAL CLIENT LISTING**

- Adopt Ohio
- Arthur G. James Cancer Hospital
- Banc One Corporation
- Bank One, Cleveland
- Chase Properties
- Children Who Witness Violence Program
- Cleveland Cavaliers
- Cleveland Cuyahoga County Port Authority
- Cleveland Public Power
- Columbus Public Library
- Congressional Black Caucus Foundation
- Coors Brewing Co.
- County Department of Development
- County Department of Senior & Adult Services
- Cuyahoga Community College
- Cuyahoga County Adult Home Care Program
- Fifth Third Bank
- First National Bank
- Greater Cleveland Health Education & Service Council
- Greater Cleveland Regional Transit Authority
- H.H. Gregg Company
- Honda Capital City Classic
- Kaiser Permanente
- McDonald's of Northeastern Ohio
- Meridia Health System
- Miller Brewing Company
- Nationwide Insurance
- Northeast Ohio Regional Sewer District)
- Ohio Assembly of Councils
- Ohio Department of Human Services
- Ohio Department of Transportation
- Ohio Division of Travel and Tourism
- Ohio Sickle Cell & Health Association
- One Hundred Black Men of Greater Cleveland
- Prudential Insurance
- Rally's Hamburgers
- Resolution Trust Company
- Selective Service System
- Society Bank
- Summit County Department of Job & Family Services
- The Cleveland Play House
- Tower City
- Village of North Randall
- Statewide Political Campaigns i.e. Governor/Secretary of State/Local Politicians
- Ohio Tobacco Use Prevention and Control Foundation
- Ohio Division of Travel and Tourism



COMPANY OVERVIEW



DANNETTE A. RENDER
PRESIDENT & CEO

DAR Public Relations, Inc. is a full service WOSB/DBE/MBE firm with offices in Solon, Ohio and a satellite in Washington, DC. DAR has over 80 years combined experience in the communications field. Our services include public relations, marketing, advertising, conference and event planning, public/community involvement, community relations, media relations, media buying, public/community awareness, target marketing, market research, and multicultural marketing. We are nationally recognized for our outstanding capabilities and have established a solid reputation with both government and private sector agencies as a firm that can deliver. We tailor our services to fit the needs of our clients and have a proven track record for far exceeding our clients' expectations. Our *commitment to excellence* and willingness to go that *extra mile* is the DAR trademark.

